

Annotation

Title: Analysis of customer satisfaction in six selected Expreska fitness premises and their mutual comparison

Objectives: This diploma thesis deals with the research of satisfaction and expectations of female customers of the Expreska circle training in selected six establishments in Prague and consequent comparing of these places. Satisfaction is measured using a questionnaire, in which the customers assess the perceived quality of services and the quality of services that is important to them. On the basis of obtained data there is conducted analysis of sociological parameters such as age, occupation, monthly income, etc. The main research is completed with the survey of former Expreska customers and in conclusion there is comparison of the two surveys.

Methodology: The survey of customer satisfaction is carried out using questionnaires, which lies in the method of SERVQUAL. It is compared the expected quality and truly perceived quality of the service. Secondary data about the fitness center are obtained through the analysis of documents and author's own investigation at the fitness premises.

Results: The outcome of the thesis comprises of the satisfaction of customers in Expreska circuit training. Furthermore, comparing the satisfaction of customers between the various exercise premises, last but not least, contrast between results in survey of the current and former customer satisfaction of Expreska.

Keywords: Customer satisfaction, marketing services, fitness services, SERVQUAL